THE ORIGINAL

Moonbeams

BY COLONEL LITTLE
The Smallest Newspaper in the West

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Fall Season Downpours are ripe

IN THE VALLEY OF THE MOON

Moonbeams wasn't around last Saturday and Sunday when the rains came, though the Lions Stateline entourage was driving thru a lot of wetness. We're told it came down here by the bucketfuls, and added to the already high damage to grape and tomato crops. You know, a 3-inch rain in the west San Fernando valley invariably means flooded streets, lakes at every major intersection, and traffic chaos.

To avoid that "run down" feeling, be sure to look both ways before crossing the street. VALLEY WATCH REPAIR, Boyes. Gifts. LAZY R & T SHOP, 412 First St. East, Sonoma. Grape growers' friend in need. Used tools. Some furniture. Machine saw filing. Phone WE 85160.

Local woman just returned from the east: "They say it's been 'muggy' here. We don't know what 'muggy' really is. In the mid-west and east, when it gets muggy you really suffer."

LIONS CLUB, Palms Inn, Tuesday night. Should be interesting. Halloween party coming up. Also ladies' nite, and district guv. PALMS INN, Verano. Home of the Lions. Swim pool. Finest food. Cocktail room. Carl and Jerry usually on duty. Drop in.

Moonbeams this week is being produced according to a very ancient practice of ours. Returning Wednesday afternoon late from a very infrequent visit to the city, we were too tired to sit down to the typewriter and pound out all the copy. So we just brought our notes over to the shop, and all the composition is direct to the linotype. On the other hand, maybe we should do it right along. Seems kinda foolish to prepare a lot of typewritten copy, then go and set it on the lino all over again. But you may find some repetitions and that sort of stuff. But you'll forgive us, yes?

BOYES SPRINGS FOOD CENTER. Snappy weather ahead. Get the best in every food and drink, at lowest prices. Take-outs.

HEMSTITCHING, Covered Buttons, Belt Buckles, Buttonholes, Yardage; Also material and supplies for weddings and formals. John's Sewing Machine Shop, 17580 Hiway 12. WE 8-6152.

Saw a newspaper picture of a woman (an English correspondent, we think), smoking a big cigar. Looked slightly incongruous. But, actually, why not? Many of your grandmothers smoked pipes. It could be possible that some women like the taste and aroma of tobacco in cigars (which they don't get in cigarets, you know. Cigarets are made of shredded cabbage, toasted!).

FRANK'S HARDWARE, Castner Bldg., Boyes. Gardening equipment. Household appliances. Giftware. Paints. Tools. Glass.

RICHFIELD SERVICE, Boyes. Rebuilding, but on the job all the time. Bud Delaney will serve you—fast and efficient, always.

MIKE & ROSE'S BOYES SPRINGS STORE. Special low prices last three days each week. Finest steaks in the Valley.

The Lazy R & T in Sonoma wanted in its ad this week something about they're being sorry for the vinegardists and others who have suffered from the recent rains, but we didn't know just how to word such an ad. Anyway, they really are sympathetic, and will do anything and everything in their power to help along. Talk to 'em.

MISSION CHAPEL MORTUARY, Funeral Directors, Sonoma. James and Jack Bisso. Only home-owned and operated mortuary serving Sonoma Valley families. WE 8-3357.

PIZZA headquarters. And Steam Beer! FOUR CORNERS CAFE, South Broadway. Complete stocks of domestic and imported beer. OUR RESORT, El Verano. Home of draft beer, finest of mixed drinks, home of the Stein Club. Harvey and Melina Francis.

Whoops! And we almost forgot the Lions trip to Stateline last weekend. We were met by Minnehaha or maybe Pocahontas—anyway a classy looking little Indian maid who appears in Death Valley Days—friendly, gracious. So we got from her little tokens good for drinks and even 10 nickels (to get us started).

Bob Crosby and Jerry Lester were starring in the entertainment field. Harrah's has a second establishment across the street, and we're told some of the big Las Vegas outfits are moving in with glamorous stuff like the Sands.

Lions were quartered in three motels directly across from the dens of iniquity (we can't see that), and they really are sumptuous.

Some construction along the way, but we weren't held up. It rained some. Snow fences aren't yet up. Pretty soon there'll be

skiiing. We saw no bums! Neither did we find any places to sit down and rest. They want you to be playing the bandits.

Motels are numerous—and they tell us they're filled to capacity all through the summer, and most of the off-season.

The trip was one of the most successful yet taken by the Lions. Frank Buchbauer and Ray Loper had most to do with it—a wonderful executive operation. The Peerless Transportation company furnished the bus and driver—and he was a honey—so much so that he's been reserved for next year.

Oh, the punch line? Nobody brought home any money in particular (one fellow maybe $30) but it was worth it. The Dastardly Discount corporation (run by an unnamed local "character") was very much in evidence, his business cards being dimes—so nobody would return broke.

VALLEY OF THE MOON CLEANING PLANT, Hwy. 12 in Boyes. All work done on premises. Fast service. Pickup. WE 8-5830.

BATES & EVANS, Funeral Directors. 691 Broadway, Sonoma. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. WEbster 8-2686.

TODD CONSTRUCTION - ESTIMATING SERVICE. Subdivision Surveying. New location: Boyes Plaza, opposite Woodleaf.

Up in the Stateline region, we saw colorful displays of autumn leaves, among other scenic gems. But if you'll drive up Arnold thru the state hospital grounds you'll see long rows of color, which should last long enough so you can drive through and see it all for yourselves.

SLEEPING ROOMS in private home. Clean and quiet. 27 Patten St., Sonoma. Phone WE 8-2553. 6-21

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.

GLEN ELLEN LIQUOR STORE. "Slim" Wallace. On Arnold Drive. Varied stock—wines, beer, whiskies, liquors.

El Verano Improvement club met last week and listened to Ken Gilbert, executive secretary of the Sonoma County Taxpayers' association, lambast the county board of supervisors for inefficient planning and profligate use (or misuse) of the people's money. Henri Maysonnave of Sonoma backed him up. About 40 persons were in attendance, there was a little entertainment, and some superfine eats.

NELSON'S DELICATESSEN, Boyes Plaza. Open Tuesdays, Closed Saturdays. Open till midnight for your convenience.

R. A. "BOB" MILLER — "Yours for Life"
Insurance Exclusively Next to Telephone Co., Sonoma

JOHN'S SEWING MACHINE SHOP, 17580 Hiway 12. Repairs, service, parts. All makes. Vacuum Cleaner experts. WE 8-6152.

There's some 12 or more little boxes parked in local business establishments, designed to collect your dimes or dollars to insure a wonderful Halloween party for youngsters of the area. Doing a little "shaking" of various boxes, it appears they're being filled in satisfactory manner. The kids will gather the evening of October 31 at the Boyes Springs Food Center, there to compete for best costume, funniest, youngest contestant, and a lot of other categories, with prizes, not only for the winners, but for those coming close. Also cookies and souvenirs for every participant. The Food Center originated the idea seven or eight years ago, and now the Lions club collaborates in putting on the party. It tends to cut down on the former depredations, and gives the kids a good time anyway.

EL DORADO HOTEL, Sonoma. Splendid dinners—Italian and American. Bring your guests here for wonderful food and drinks.

DENNY'S COG CLUB, Boyes. Sportsmen's headquarters . Wonderful drinkables, say our visitors. Let's get acquainted.

Our Michigan State football team, as of today rated highest in the nation, did well by us last Saturday, whipping University of Michigan by a whopping 35 to 6 score. Getting so nobody will bet with us when we pick State. They're going to win the Rose Bowl game, too. (Wish we were as good on boxing and pro football.)

PLAZA LIQUORS, Sonoma, next to Bank of America. Hard and soft drinks, hors d' ouvres. Snacks, pizzas, delicacies.

BUD'S GARAGE, corner Railroad & Cherry Sts. Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.

At the Little family council a few weeks ago, we bemoaned the fact that nothing happens, we don't go anywhere, and whatthell! So what happens of late? Two-day trip to Stateline over the weekend; Lions meeting Tuesday night; deluxe trip to San Francisco Wednesday, a big birthday party Thursday eve. Yes, and a dinner party on the list for next Wednesday. Aren't we getting into the social whirl? Of a sort, anyway.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

ELECTRONIC DRIVE-IN— TV and Radio—Specializing in Auto Radio. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839.

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Louis Diaf, one of this country's greatest chefs, has died. He should be long remembered as the man who unloaded a whole ocean of cold potato soup on the populace by glamorizing it as "vichysoisse." Incidentally, as today's language lesson, it is pronounced vee-shee-swaz, with the accent, as usual, on the "she."

LEE'S CHUCK WAGON, Sonoma highway. Formerly Fireside. Excellent food. Prime ribs a specialty. Barbecues. Drinkables.

ESPOSTI'S LUNCH ROOM, Hiway 12, Fetters. Short orders, and finest hamburgers in town. Beer and wine, both on and off sale.

Then there are the "publicity hounds"—and you know what? Your editor is one of the worst. Illustration: One Bill Romwall, who has brothers in Boyes, writes special columns for the Hayward Review. And in a recent column, he had this to say about us:

"During our recent vacation we visited one of our favorite persons—Col. E. A. Little of Boyes Springs. Col. Little publishes Moonbeams, 'smallest newspaper in the west'—and he fills it with colorful comment, shrewd observation, telling argument. Col. Little has been a writer and publisher for 41 years. He has founded—and sold—10 newspapers in that time—and all but one of them are thriving today. (This does not count Moonbeams.)

"Col. Little recently conducted a one man campaign against a school bond issue in the Sonoma district. He won it—by four votes. He used some remarkable arguments in swinging this election—and we have his permission to reprint some of these points. Someday soon we'll find space to tell you about Col. Little's ideas about modern education. Lots of food for thought."

JIM'S MEATS, at Boyes Springs Food Center. Delicatessen. First quality meats, cut to your order. Fast, friendly service—always.

CHEF CARDINI'S RESTAURANT, Glen Ellen. Formerly Town House. Continental cuisine. Finest foods in the Valley. Cocktails.

Well, we've got two trips to tell you about—whether you're interested or not. (There's some other good stuff to follow, so skip this if you wish.) Let's take the San Francisco trip first.

We've been in California 13 years, but never learned much more about San Francisco than four blocks on Market street. Wednesday Mr. and Mrs. Elmer Dempsey (he's a retired S. F. fireman now living permanently in Boyes), drove us down, and really showed us the city! Did you know 101 Hiway into the city is now really a freeway, with only one traffic light (that's at Hamilton field coming back), and you can get there easily in an hour.

Highlights: A wonderful dinner at Sabella's on Fisherman's wharf. A visit to Coit's tower, which we'd never seen before. Then to Fleishacker playgrounds and zoo, driving down the beach from

Cliff house south. Then through Golden Gate park, and on to Twin Peaks (clear to the top; we leaned over!). Mission Dolores, Mission street. Through some of the high-powered sections, Richmond, Marino, Fillmore. Never did get downtown. Then coming back, a visit to the lookout on the Marin side of Golden Gate bridge, and on home. So now we know much more about the city, though we probably would never want to live there. 'Twas a grand experience.

SONOMA MILL & LUMBER CO., Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. A super drug store. Soda fountain.

Looked in on the queen's arrival at Washington, and were duly impressed. The NBC commentator was Bill Henry, whom we knew quite well down in Chatsworth. He lived only a mile away from us, and subscribed for two copies of our paper there—one for his home and one for his Washington office. Bill talked steadily for an hour or more. He's mighty good. Is Washington correspondent for the Los Angeles Times, and looks no more like a celebrity than does your Moonbeams editor. Just a plain, ordinary man—with lots of brains.

SONOMA MISSION INN, Boyes. Nationally known, noted for its splendid meals, excellent bar, luxurious accommodations.

MANCUSO WINES, Glen Ellen. Grower-produced. Available at every retail outlet. As good as the best, and better than most.

Condition of Richard E. (Slim) Wallace, in Valley hospital for treatment, is reported as good—though he'll be quite a while getting back on his feet. Why not a card or a visit? Slim's a trustee in the Valley of the Moon Recreation district, and prominent in civic affairs in Glen Ellen and the entire Valley.

RUSTIC INN, Glen Ellen. Main corner. Last of the 11 old-timers. Authentic western atmosphere. Jack London's favorite tavern.

MENDEL'S CAFE, Boyes Plaza. Sizzling steaks, seafood, Spanish specialties. Surprise your guests—bring them here! Cocktails.

THE MAN CALLS OUR BLUFF!

Dear Sir:

You know, Colonel, it seems mighty strange to me the way the folks out here take on so about their schools. Since you and I are both from the midwest we know what a genuine interest all the folks back there have in their schools. Why, in my home town of Canton, Ohio, the folks will do most anything to see that their kids get a good education. Whenever it means digging down in their jeans a little deeper they dig down; when it means getting the latest equipment to improve the instruction they see to it that he equipment is made

available; and when it means building new classrooms for the kids they build 'em. We never send kids out to churches or portable buildings, or load 40 children onto a teacher (when we all realize that half that number is plenty for even the most experienced teacher to handle) and least of all we never permit our children to get just half an education by only going to school part time. (Why, if we did that the children from surrounding districts would latch on to most of the jobs when they graduated and our kids would be left holding the bag.)

We put a lot of faith in the people we elect to the school boards, and also we put faith in our educators. Guess we figure that if a man is good enough for us to vote for he is smart enough to have the welfare of our kids at heart and know what is best for them. Most of us don't have time to know everything that goes on in the schools so we just let the educators run our schools. Guess many of us have our own ideas concerning new ideas, but our main concern is not our own whims but rather what's best at the moment for the kids.

You are in a position to do me a great favor, Colonel Little. I have been trying for years to get a list of school systems which use the 12 month system which you speak about, so would you be so kind as to send me that long list of school systems you have which use the 12 month system. I would especially be interested in those systems here in California of which there must be a great many according to your recent reports. I would also like your permission to pass this list on to some of the educators in the Valley so they can see for themselves the "many" schools which are now operating under this wonderful 12 month plan, about which you seem to be an authority.

Most sincerely yours,
RICHARD N. ALEXANDER, Sonoma.

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies
SONOMA GOLF & COUNTRY CLUB, Arnold Drive. Noted for finest food, outstanding atmosphere. Clown Room, Unusual!

We're always intrigued with MacDonald's Jewelers display windows. Animated, they attract attention of passersby, and are changed once a month. Latest shows a uniformed band displaying its talents on the parade ground.

MAC DONALD'S JEWELRY, Sonoma. Expert watch-clock repair service. Watches, Rings, Bands, Jewelry, Shavers. The best, always.
BANCROFT NURSERY, Sonoma. Finest in cut flowers, corsages, hospital remembrances, Weddings and funerals our specialty.

THEN RAYMOND MOLEY RUSHES TO OUR AID

In a recent article, Raymond Moley, one of the nation's leading economists and writers, dwells on the plight of our schools, and the expanded school population.

It's a fact, he says, that something must be done. "Four conditions create this growth—more children, less for each dollar spent in school construction, more interest on money borrowed by school boards, and rising teachers' salaries because of competition for good teaching talent."

A New York state "educational conference" he reports, has come up with the conclusion that is exactly what Moonbeams (and Moley) have suggested a number of times—a reorganization of the school year. He continues:

"There are many possible ways to accomplish this, some of which have been successfully tried. Basically, all of them would make use of the school plant more months of the year. At the present time it is estimated that the school plant is in actual use only about 15 per cent of the hours of the year. No one suggests that this be increased to anything like full time. But by lengthening the school year only a few weeks and with adjustment of the daily schedule, perhaps by staggering the school population, tremendous economy would result.

"The more common suggestion is to break the year into four quarters, with 25 per of the pupils taking their vacations in each quarter, and with teachers taking an option of full employment or three-quarters employment, with salaries adjusted accordingly.

"Some modifications of this might be found, such as the plan at the University of Chicago, where there are four quarters based upon an 11-month year.

"The old school year, a product of rural America, is an anachronism."

WALTER GRUNERT AUTO UPHOLSTERY, Fetters Springs. Texaco station. Seat covers, floor mats, truck cushions, interior work.

PAUL'S OLD RANCHERO, Verano. The Valley's smartest night spot. Cocktails. Dancing. Paul at the organ. Italian meals.

THEY'D LOVE YOU if you subscribed ($1.29 a year) for Moonbeams for those relatives and friends of yours down south or over across the mountains to the east.

B & L LAUNDROMAT, Fetters. Heavy washings? Bring 'em here—save time, money. Wash, dry, iron. Your neighbors come here!

SONOMA GROVE, Hiway 12 south of Boyes. Italian food a specialty. But also American—steak, poultry, roasts, seafood. Cocktails.

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